

FSC-28-B

ROU Brief - 2/11/98

For: AVP/RSM/RBM/ROM/KAM/AM/DM/RM/AE/MC/PC/PRC/SC

CONTENTS

- Discontinued Status of Illuminated APDs
- WINSTON 7-11 Clock Transparency
- April SALEM Tear Tape
- WINSTON Box Program Extension
- Coupon Return Procedure Updates

► Discontinued Status of Illuminated APDs (Contacts: Butch Orlingerff, #7463, Jasper Spencer, #4072)

- Effective immediately, the following illuminated APD's will be discontinued upon depletion of inventory. APD 1, 2, 3, 4 Illuminated (Item #'s 526724, 526733, 526745, 526754).
 - This decision was first communicated in FSC-190-B dated 12/17/97
 - All chains that have used illuminated APD's must consider using a Non-illuminated APD for future needs.
 - Any present or future needs of illuminated APD's must be communicated to your Sales Area National Trade Marketing Manager by Friday, February 27, 1998. Requests will be filled on an exception basis only. NTMM's are:

NESA, Jim Perry, #4360
SSA, Pat O'Mara, #7161
MWSA, Bill Duffy, #5776
WSA, Rich Pettorini, #1052

► WINSTON 7-11 Clock Transparency (Contact: Lori O'Connor, #3019)

- WINSTON 7-11 Clock Transparency, Item #540863 (1/SKU) is available for order.
- WINSTON Transparency needs to be replaced in all 7-11 Clocks as the current advertising contains the word "new."

► April SALEM Tear Tape (Contact: Lori O'Connor, #3109)

- Clarification points Re: April SALEM Tear Tape Program 800438, Re: FSC-11-B:
 - Product will be automatically transferred to direct account level based on the Stub report data on 2/28/98.
 - Quantities for accounts with no wholesaler number will not be available for April promotion due to auto transfer.
 - Accounts not participating in the promotion must be changed to reflect zero in the quantity section. If calls are not zeroed out, the direct accounts will have excess product.
 - Calls with less than 5 pack needs were rounded down to zero in Stub.
 - MSA reporting - SAL 98 .30/1 PK, (change from FSC-11-B).
 - May through December details will be included in workplan packet.

► WINSTON Box Program Extension (Contact: Lori O'Connor, #3019)

- WINSTON Box Distribution Program, (Re: FSC-167-B), has been extended through 4/3/98. The following reporting codes are available through 4/3/98:

Description	Units	Pmt
WIN BOX PREBOOK	Variable	\$1/Unit
WIN SEMIPERM DPL	1	\$10

► Coupon Return Procedure Updates (Contact: Linda Haynes, #2234)

Returning Expired Coupons:

- ROU offices should collect all expired preprinted coupons. (Any coupon that has expired or is to expire within three months is considered an "expired" coupon.)
- Coupons should be accumulated to a minimum of 50 lbs. (total pkgs) and shipped via Yellow Freight with third party billing to RJRT.
- Any small remaining shipments under 50 lbs. (total weight of all boxes) to be shipped Airborne-Second Day. (Use of this shipping method should be minimized due to the expense. Use "printed matter" as the freight description when completing the bill of lading for shipments.

Coupons are not to be returned via UPS.

- ROU should call Dennis Jacobs (ext. 1760) for return tracking number and provide the exact number of boxes being returned.

- Each package should be carefully sealed, marked with return tracking number, and be numbered as follows: 1 of 5, 2 of 5, etc.

- Returns are to be shipped to: RJRT c/o GATX Logistics, Rt. 4, Baltimore Road, Advance, NC, 27006, Attn: Katie Young. Please ensure that you include the "ship from" address.

- Upon receipt of expired coupons at GATX, a verification count for the number of cases will be made and matched with the assigned return tracking number to confirm the receipt.

Returning Active Coupons:

- ROU call Geraldine Nicks (ext. 3328) for return authorization number.
- Only full rolls/SKUs of active (unexpired) coupons can be returned.
- Each case returned must be marked with the assigned R/A number, carefully sealed, and shipped via Yellow Freight to same address as listed above.

51859 0885